

1 of 5

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

$$SC = *$$

THIS IS A NEW ORDER
PLS CFM LAURIE FOR AMY
10/22

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M	6A-7A	WAKE	:30	\$700.00	10/29-10/29	1	1	1	\$700.00	
	2	TU	6A-7A	WAKE	:30	\$700.00	10/30-10/30	1	1	1	\$700.00	
	3	W-F	6A-7A	WAKE	:30	\$700.00	10/24-10/26	3	1	3	\$2,100.00	
		Buyline Comment: 1X PER DAY										
	4	W-F	7A-9A	TODAY SHOW	:30	\$900.00	10/24-10/26	6	1	6	\$5,400.00	
		Buyline Comment: 2X PER DAY										
	5	M-TU	7A-9A	TODAY SHOW	:30	\$900.00	10/29-10/30	4	1	4	\$3,600.00	
		Buyline Comment: 2X PER DAY										
	6	M-TU	9A-10A	TODAY SHOW	:30	\$425.00	10/29-10/30	2	1	2	\$850.00	
		Buyline Comment: 1X PER DAY										
	7	W-F	10A-11A	TODAY SHOW	:30	\$325.00	10/24-10/26	3	1	3	\$975.00	
		Buyline Comment: 1X PER DAY										
	8	M-TU	10A-11A	TODAY SHOW	:30	\$325.00	10/29-10/30	4	1	4	\$1,300.00	
		Buyline Comment: 2X PER DAY										

Station KSNV-TV LAS VEGAS, NV.
Advertiser () .ROMNEY 4 PRESIDENT
Product ROMNEY FOR PRESIDENT
Estimate#
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency () AMERICAN RAMBLER PRODUCTIONS
138 CONANT STREET
BEVERLY, MA 02494
Agency C/P1/P2/E
Flight Dates 10/24/2012 - 10/30/2012
Hiatus Weeks

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	31	SA	6A-7A	NWS3 AT SUNRISE	:30	\$350.00	10/27-10/27	2	1	2	\$700.00	
	32	SA	7A-9A	SATURDAY TODAY	:30	\$625.00	10/27-10/27	2	1	2	\$1,250.00	
	33	SA	9A-930A	NEWS	:30	\$500.00	10/27-10/27	2	1	2	\$1,000.00	
	34	SA	5P-630P	NWS3 @5WK	:30	\$675.00	10/27-10/27	2	1	2	\$1,350.00	
	35	SA	630P-7P	JEOPARDY	:30	\$525.00	10/27-10/27	1	1	1	\$525.00	
	36	SA	11P-1130P	WKD2 NWS	:30	\$1,100.00	10/27-10/27	2	1	2	\$2,200.00	
	37	SA	5A-530A	NEWS	:30	\$1,250.00	10/27-10/27	1	1	1	\$1,250.00	
	38	SA	530A-6A	NEWS	:30	\$1,250.00	10/27-10/27	1	1	1	\$1,250.00	
	39	SU	6A-7A	NWS-SUNRS WKND	:30	\$350.00	10/28-10/28	1	1	1	\$350.00	
	40	SU	7A-8A	SUN TODAY	:30	\$750.00	10/28-10/28	2	1	2	\$1,500.00	
	41	SU	9A-930A	NEWS TDY	:30	\$500.00	10/28-10/28	1	1	1	\$500.00	
	42	SU	930A-10A	CHRIS MATTHEWS	:30	\$600.00	10/28-10/28	1	1	1	\$600.00	
	43	SU	4P-5P	FTBL NIGHT IN AMERICA	:30	\$2,400.00	10/28-10/28	1	1	1	\$2,400.00	
	44	SU	930P-10P	JEOPARDY	:30	\$800.00	10/28-10/28	1	1	1	\$800.00	
	45	SU	10P-11P	LAW & ORDER	:30	\$800.00	10/28-10/28	1	1	1	\$800.00	
	46	SU	11P-1130P	WKDN NWS 3 @11	:30	\$1,100.00	10/28-10/28	2	1	2	\$2,200.00	

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Product ROMNEY FOR PRESIDENT

Estimate#

Buyer STEPHANIE KINCAID

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---REPORT TOTALS---

Report Totals: 147 / \$106,650.00

---SALES MONTHLY TOTALS---

Oct 12: 95 / \$70,800.00

Nov 12: 52 / \$35,850.00

Sales Totals: 147 / \$106,650.00

Station Totals: 147 / \$106,650.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$395,000	CATV	0%	KBLR	0%	KINC	0%	KLAS	25%	KSNV	26%
		KTNV	25%	KTUD	1%	KVCW	1%	KVMY	2%	KVVU	20%
		XXXX	0%								

---COMPETITIVE COMMENTS---

EST SHARES

Books NOV12

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE